



# Circular Economy Action Plan

For a cleaner and  
more competitive  
Europe

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# Urgent actions are needed



- From 1970 to 2017, the annual global extraction of materials **tripled** and it continues to grow.

Source: The International Resource Panel, [Global Resources Outlook](#), 2019



- More than **90%** of biodiversity loss and water stress come from resource extraction and processing.

Source: The International Resource Panel, [Global Resources Outlook](#), 2019



- Annual waste generation will increase by **70%** by 2050

Source: [World Bank](#) What a waste 2.0, 2018



- Only **12%** of the materials used by EU industry come from recycling.

Source: [Eurostat](#), 2016 figures



# European Green Deal



# A new vision for Europe



## *35 actions along the entire life cycle of products, to:*

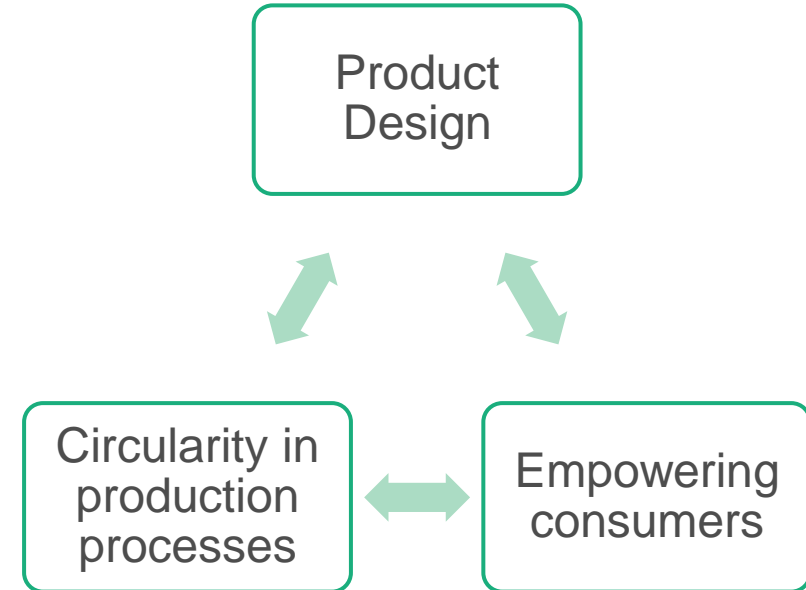
- Make **sustainable products** the norm in the EU
- **Empower** consumers and public buyers
- **Focus also on key product value chains:** electronics and ICT; batteries and vehicles; packaging; plastics; textiles; construction and buildings; food; water and nutrients
- Ensure **less waste**
- Make circularity work for **people, regions** and **cities**
- **Lead global efforts** on circular economy

# Towards a Sustainable Product Policy Framework

- Many **products** break down too quickly, cannot be easily reused, repaired or recycled, and many are made for single use only.
- **Consumers** do not repair products, find too many labels and some green claims are misleading.
- **Production processes** in Europe are not resource efficient and can pollute our air, water and soil.



## Our response



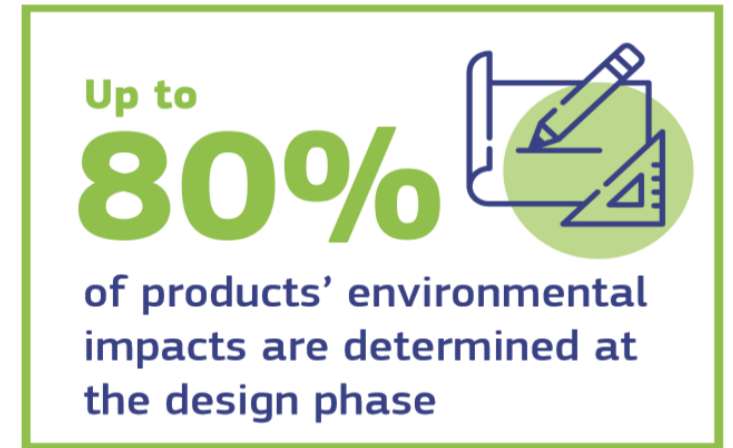
A new **overarching framework** addressing all products placed on the EU market, supporting more sustainable patterns of consumption and cutting waste by e.g. promoting better design

# Designing sustainable products

## Sustainable Product Policy Legislative Initiative “Green Products”

### How?

- Legislative proposal to set principles for product policy and requirements on products placed on the EU market
- Adoption of the proposal planned for 2021
- Widen the Ecodesign Directive beyond energy-related products



**« Sustainable products should be the norm,  
not the exception »**

# Designing sustainable products

## Sustainable Product Policy Legislative Initiative “Green Products”

### *What?*

- Improve **durability, reusability, upgradability and reparability**
- Address presence of **hazardous chemicals** and **increasing recycled content**
- Restrict **single-use** and counter **premature obsolescence**
- Incentive **product-as-a-service**
- **Digitalisation**, including digital product passport



*Implementation in key product value chains  
is priority*

# Empowering consumers and public buyers

- Revision of the **consumer law**: consumers to receive trustworthy and relevant information on products at the point of sale
- Establishing a new “**Right to repair**”
- Legislative proposal to ensure companies substantiate their **environmental claims** using Product and Organisation Environmental Footprint methods
- Include more systematically durability, recyclability and recycled content in EU Ecolabel criteria



- Proposal for **mandatory Green Public Procurement (GPP)** criteria and targets in sectoral legislation
- Phasing-in **mandatory reporting** on GPP



# Circularity in production processes

- Options for further promoting circularity in industrial processes in the context of the review of the **Industrial Emissions Directive**
- **Industrial symbiosis:** reporting and certification system
- EU **Environmental Technology Verification** scheme as a new EU certification mark
- New **SME Strategy** (circular industrial collaboration among SMEs)

*In synergy with:*



# Key product value chains



**Food, water & nutrients**



**Electronics and ICT**



**Batteries & vehicles**



**Construction & buildings**



**Textiles**



**Plastics**



**Packaging**

# Key product value chains



## Circular Electronics Initiative

Regulatory measures including mobile phones, tablets and laptops under the Ecodesign Directive

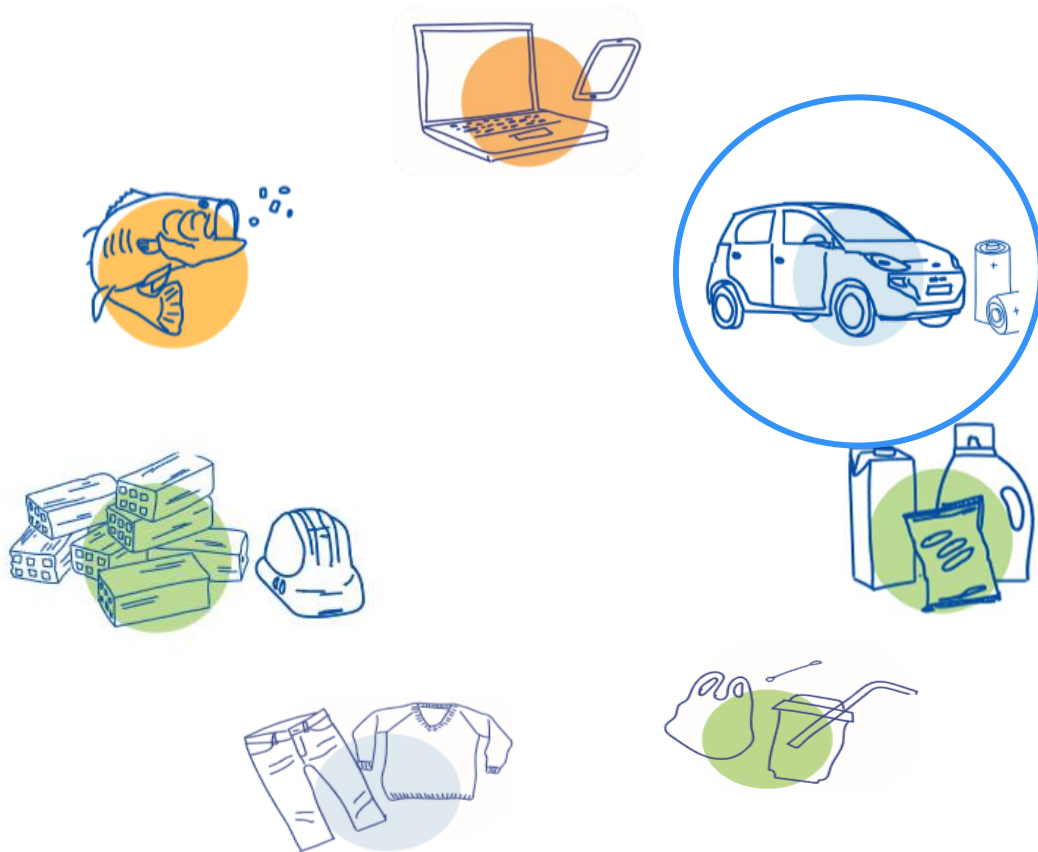
Implementing the new “right to repair” and update obsolete software

Introducing a common charger

Explore EU-wide take back scheme to return or resell old phones, tablets & chargers

Restrictions of hazardous substances in electrical & electronic equipment

# Key product value chains



## New regulatory framework for batteries

Rules on recycled content

Measures to improve collection & recycling, recovery of materials and provide guidance to consumers

Phase out non-rechargeable batteries

Sustainability and transparency requirements for batteries

Revision of the rules on end-of-life vehicles

Collection and treatment of waste oils



# Key product value chains



All packaging on the EU market to be reusable or recyclable by 2030

Reinforce the mandatory essential requirements for packaging

EU-wide labelling that facilitates the correct separation of packaging waste

Rules for the safe recycling into food contact materials of plastic materials other than PET

# Key product value chains



## Implementation of the EU Strategy for Plastics in a Circular Economy

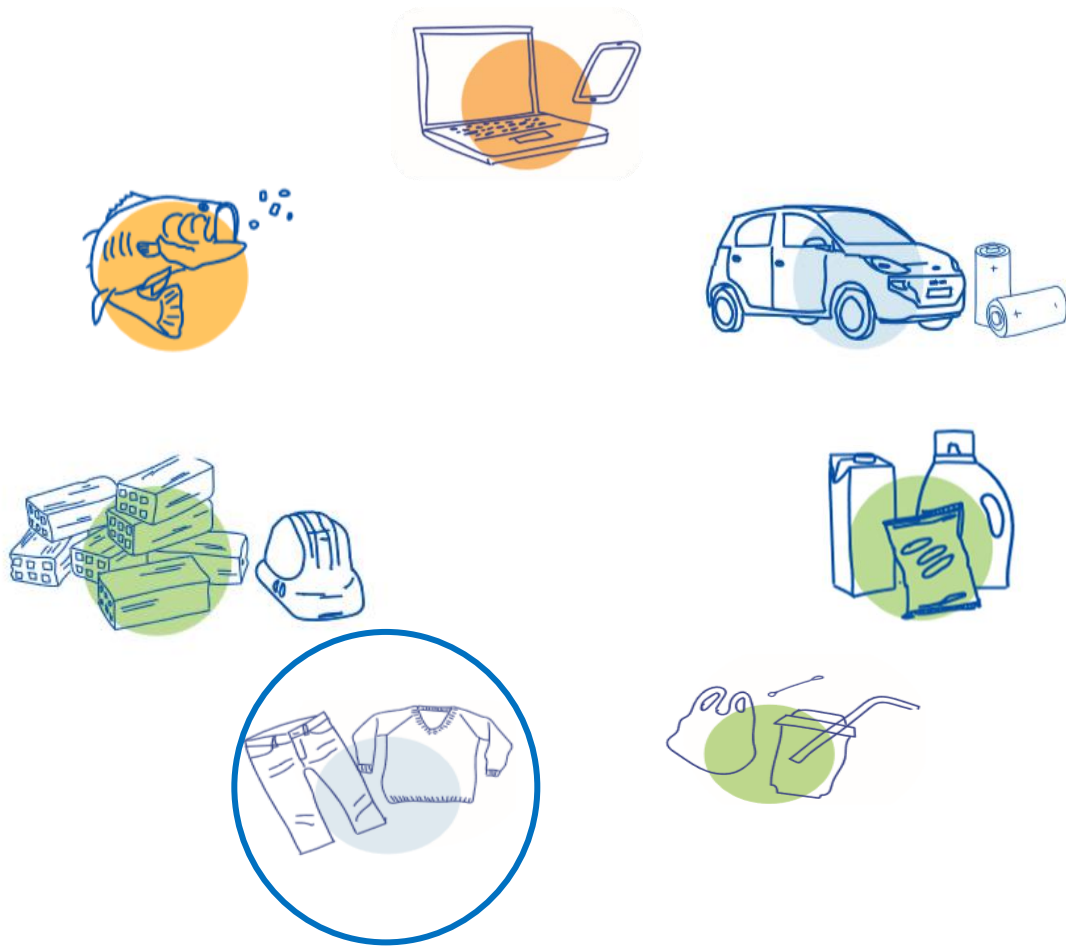
Mandatory requirements for recycled content and waste reduction measures

Address the presence of microplastics in the environment

Policy framework on biodegradable and biobased plastics

Implementation of the new Directive on Single Use Plastic Products

# Key product value chains



A comprehensive EU Strategy for Textiles

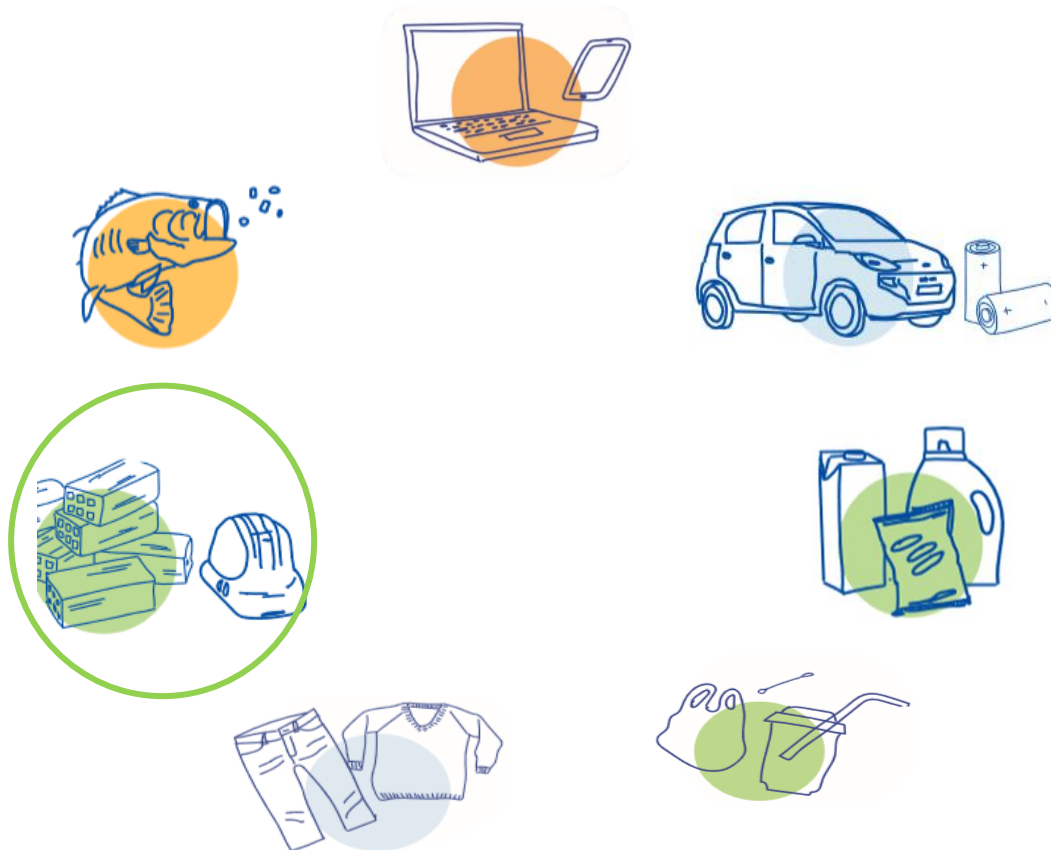
Applying the new sustainable product framework including Ecodesign measures

Guidance to ensure by 2025 a high level of separate collection of textile waste

Boosting the sorting, re-use and recycling of textiles through innovation

Providing incentives and support to create new circular business models

# Key product value chains



## Strategy for a Sustainable Built Environment

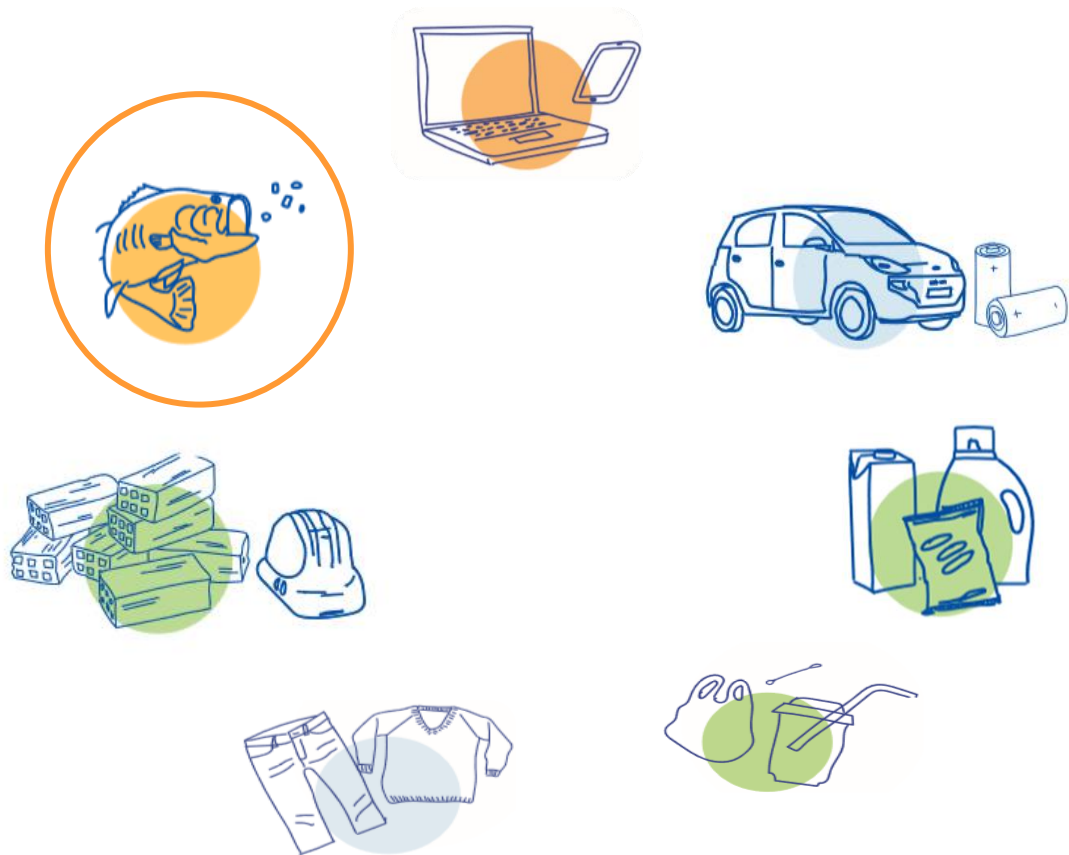
Revising the Construction Product Regulation, including considering recycled content requirements for certain construction products

Considering a revision of material recovery targets set in EU legislation

Integrate life cycle assessment in public procurement and in the EU sustainable finance framework: Level(s)



# Key product value chains



Legislative initiative to substitute single-use packaging, tableware and cutlery in food services

Facilitate water reuse and efficiency,

Develop an Integrated Nutrient Management Plan

Review directives on wastewater treatment and sewage sludge

# Less waste, more value



- *Preventing waste from being created in the first place is key*
- *Once waste has been created, it needs to be transformed into high-quality resources*

- **Specific waste reduction targets** for more complex streams
- Enhance the implementation of the requirements for **EPR schemes**
- Continue **modernising EU waste laws** (e.g. batteries, packaging, end-of-life vehicles, hazardous substances in electronic equipment )
- Propose to harmonise separate **waste collection systems**
- Review rules on **waste shipments** facilitating recycling or re-use within the EU; with also the aim to restrict exports of waste that cause negative environmental & health impacts

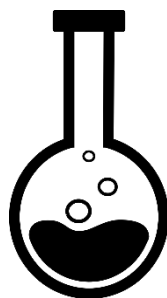


# Less waste, more value



- Enhancing circularity in a toxic-free environment
- Working to create a well-functioning EU market for secondary raw materials

- Methodologies to track and minimise the presence of substances of concern in recycled materials and articles made thereof
- The forthcoming **Chemicals Strategy for Sustainability** will further address the interface between chemicals, products and waste legislation
- Assess the scope to develop further EU-wide end-of-waste criteria for certain waste streams



# Making circularity work for people, regions and cities

A joint agenda, a transition where no one is left behind



Main actions:

- Revision of the Skills Agenda
- A new Pact for Skills
- Cohesion policy funds  
(to help regions implement CE strategies & reinforce their industrial fabric)
- Just Transition Mechanism
- Urban initiatives



**4 million jobs**

linked to the  
circular economy  
in the EU





# Crosscutting actions

## Circular economy as prerequisite for climate neutrality



Measuring circularity contribution to climate mitigation

Strengthening the role of circularity in future revisions of the National Energy and Climate Plans

Certification of carbon removals

## Getting the economics right



Integrating CE in EU Taxonomy Regulation

EU Ecolabel criteria for financial products

CE solutions in State Aid, business strategies, financial instruments and reporting

## Research, innovation and digitalization



European Regional Development Fund/LIFE /HorizonEurope

# Monitoring progress

Measuring progress at EU and national level in the transition to a circular economy



# Stakeholder engagement

#CEstakeholderEU

## European Circular Economy Stakeholder Platform

A joint initiative by the European Commission and the European Economic and Social Committee

Home

Good Practices

Strategies

Knowledge

Commitments ▾

Dialogue ▾

Contribute

News

Events

- **Advancing the circular economy concept on the ground**
- **Strengthening cooperation among stakeholders' networks**

*representatives of networks of businesses, civil society and local, regional and national public authorities*



**Submit your own good practices, knowledge, strategies and voluntary commitments!**

Link to website: <http://circulareconomy.europa.eu/platform/>

# Leading efforts at global level



Need to drive efforts at global level:

- Global agreement on plastics
- Global Circular Economy Alliance
- 'Safe operating space' for natural resource use
- Initiate discussions on int'l agreement on natural resource management
- Promote CE bilaterally, regionally and multilaterally, incl. through development and international cooperation programmes
- Regional focus: Africa, Western Balkans
- Free trade agreements to reflect enhanced CE objectives
- Outreach activities through European Green Deal diplomacy, circular economy missions and enhance coordination with EU MSs



# Thank you

Learn more here:

[https://ec.europa.eu/environment/circular-economy/index\\_en.htm](https://ec.europa.eu/environment/circular-economy/index_en.htm)



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